



NON-PATENT DOCUMENTS		
Examiner's Initials	Cite No.	Non-Patent Citations (include Author, Title, Publisher, Relevant Pages, Date and Place of Publication)
		Young, Deborah, "The Information Store," September 15, 2000, Wireless Review, pp. 42, 44, 46, 48, 50.
		Whiting, Rick; Sweat, Jeff, "Profitable Customers," March 29, 1999, InformationWeek, Issue 727, pp. 44, 45, 48, 52, 56.
		Bayer, Judy, "A Framework for Developing and Using Retail Promotion Response Models," Ceres Integrated Solutions, retrieved from <a href="http://www.ceresios.com/Analytical/promolio.htm">http://www.ceresios.com/Analytical/promolio.htm</a> .
		Bayer, Judy, "Automated Response Modeling System for Targeted Marketing," March 1998, Ceres Integrated Solutions.
		Sweat, Jeff; Whiting, Rick, "Instant Marketing," August 2, 1999; InformationWeek pp. 18-20.
		"SmarterKids.com Chooses Quadstone - The Smartest Customer Data Mining Solution," July 31, 2000, Business Wire.
		"NCR's Next Generation Software Makes True Customer Relationship Management a Reality," July 26, 1999, PR Newswire.
		"Quadstone System 3.0 Meets New Market Demand for Fast, Easy-to-use Predictive Analysis for CRM," May 22, 2000; Business Wire.
		"Net Perceptions Alters Dynamics of Marketing Industry with Introduction of Net Perceptions for Call Centers," October 12, 1998, PR Newswire.
		"Ceres Targeted Marketing Application," Ceres Integrated Solutions; retrieved from <a href="http://www.ceresios.com/Products/index.html">http://www.ceresios.com/Products/index.html</a> .
		/Elaine Gort/
Examiner Signature:		Date Considered: 08/12/2008
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